

# The Grackle View

The Grackle Coffee Company quarterly newsletter.

**Quick notes:**

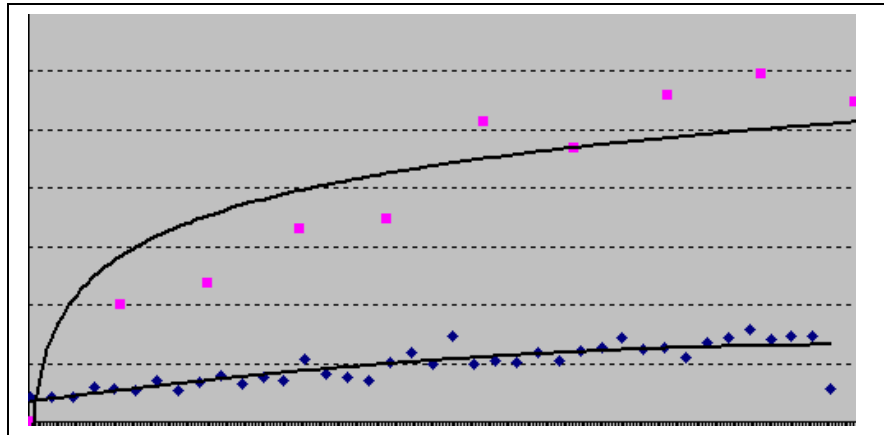
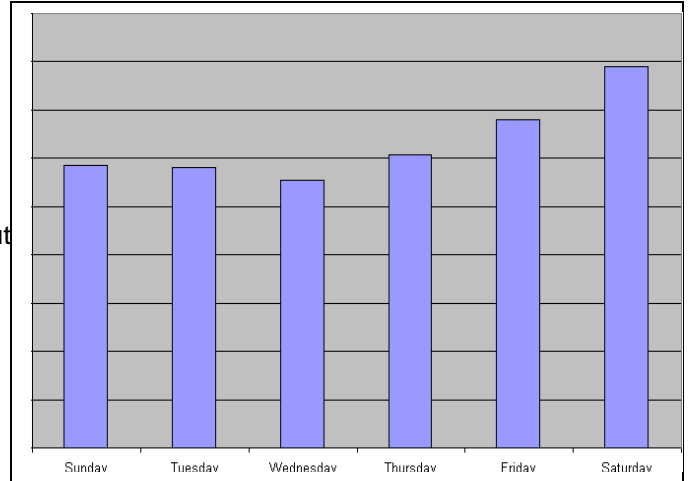
- We've changed our hours again! Fall hours are posted on the web site & the door
- Focus for the fall will be the new chocolate;

## Graphs galore!

As promised in Issue 1 the Grackle Coffee Company is pleased to present even more graphs. And they're useful!

Business by day has evened out through the week, for example. Also, the weekly/monthly sales has been re-configured and more appropriate trend lines applied.

See – I told you this would be fun!

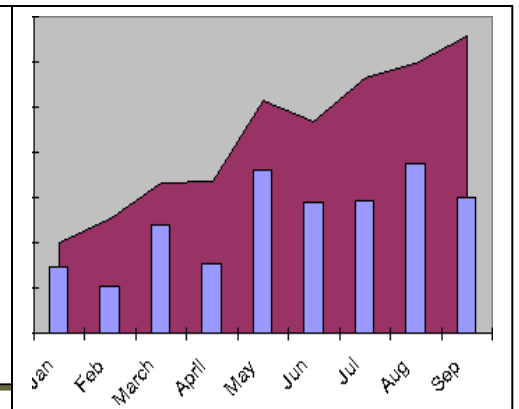
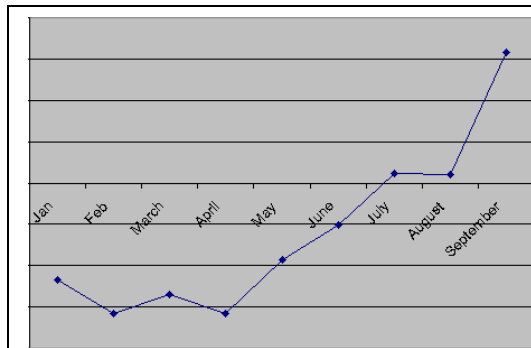


**Above** is sales by day; the graph to the **left** shows weekly and monthly sales with polynomial (weekly) and logarithmic (monthly) and trend lines. Party!

**Highlights:**

- Graphs 1
- Chocolate 2
- Thanks! 3
- Links 3

Next, on the **bottom left** is net profit/loss by month (note upward trend!) and last but not least on the **bottom right** is revenue vs. operating expense by month. We omitted the scale; lets keep them all pointing the right way first and then we'll worry about stuff like that, bucko.



The expression "a cup of Joe" to denote coffee, was first coined during WWII, when American servicemen (G.I. Joe) were identified as big coffee drinkers [www.heritage-coffee.com](http://www.heritage-coffee.com)

"ca•cao means God's Food in Mayan.

choc•o•late comes from the Nahuatl words Xocol meaning bitter and Atl meaning water.

The Aztecs credited the god Quetzlcoatl, with introducing the cacao bean to them. The cacao drink, Xoxolatl, was a sacred drink for royalty, priests, and warriors. The belief is that cacao seeds were brought from Paradise, and when the fruit of the cacao tree is eaten, we gain wisdom and power.

Source: [www.chocosoltraders.com](http://www.chocosoltraders.com)

## Crows scared!



## Mmmmmmmm...chocolate

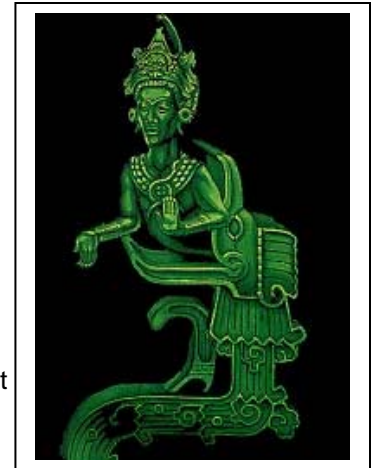
Ah, the Germans – from "The Land of Chocolate"...or so they'd have you believe. Turns out that in the 1400's the Aztecs and Mayans were using cacao seeds as currency, the Spanish brought them to Europe in the 16<sup>th</sup> Century and then the Swiss created the first chocolate bar in 1819.

Relevance? Thanks to the good people at ChocoSol, we will soon be able to provide authentic Mexican chocolate. How authentic? It's roasted by hand – like

our coffee – and ground by bicycle. We'll let them tell you more in the next newsletter, but for now:

"ChocoSol is a small, ecological and inter-communities initiative between farmers in Chiapas, Mexico, sustainable technologists based out of Oaxaca City Mexico and horizontal traders and chocolatiers in Toronto, Ontario. In all its endeavours, ChocoSol ultimately honours the spirit and integrity of all those involved in spreading the

joy, flavour and nourishment that the cacao bean offers to the world".



Friendly Aztec god Quetzlcoatl

## Cold coming – time to fatten up

Animals can tell us many useful things – who is carrying drugs, for example, or when it's time to go for a w-a-l-k. One of those things is that it's going to get colder.

To prepare we have some options. Grow more hair, like a horse; store nuts for the winter, like the puffy tailed lawn rats we call squirrels;

fatten up like bears; or we could fly south like a clever Grackle.

Sadly the flying south will have to wait until Christmas and we've already got plenty of both hair and nuts – keep it clean, people – so it appears it's time to fatten up. Food has been selling like hotcakes – well, specifically like

really tasty sticky buns, which we happen to have – and we've sourced even tastier butter tarts and biscotti, hand made locally at The Maids Cottage (Newmarket) and Sin'Sational Sweets (Aurora) respectively. And don't forget about the chocolate already. It's delicious.

## Our customers are better than yours

Ever notice that when you see litter on the street, sidewalk, ditches or bushes some companies seem to be over-represented? Here at the Grackle we wouldn't suggest that's because people who go to those other coffee shops suffer from underdeveloped taste buds – although that would be a logical

conclusion – but instead, we like to think that our customers are just better people. The crema of a cup, as it were. (Pun intended. Look it up if you have to). Even though our cups and napkins would biodegrade in 50 days anyhow, our customers still aren't the kind of people who chuck their debris onto the country roads.

So thanks for not being that kind of jerk! And if you know of someone who would be especially qualified for a 'customer of the month', we've been told by our lawyers to say that we'd love to hear your suggestions for customer, employee, or pet of the month. You can email [coffee@gracklecoffee.com](mailto:coffee@gracklecoffee.com), or whisper it in our ear. There may even be a prize!

## Grackle Coffee Co

208 Main Street  
Schomberg, ON L0G 1T0

PHONE:  
905-590-0069

E-MAIL:  
[coffee@gracklecoffee.com](mailto:coffee@gracklecoffee.com)



We're on line(s):  
See us at:

[www.GrackleCoffee.com](http://www.GrackleCoffee.com)

## Thanks!

This issue we wanted to thank everyone. Again. Specifically: John the student; Marcia for the continued early morning baking.

Also, for this issue our customers – and Teresa from Country Lane Treasures – deserve an extra round of applause for bringing us seasonal goodies. We've received

apples, tomatoes, and squash so far, not to mention rusty pitchfork tines for the scarecrow. The ongoing support from everyone – except the odd person, who we've just given up on and made a game of it by this point – continues to be overwhelming, and is still much appreciated. In a way it's all our coffee shop! However, in another

more accurate way it isn't, so no you can't sleep on the ice cream cooler, no matter how unseasonably hot September it is.

## Links we like

[www.GrackleCoffee.com](http://www.GrackleCoffee.com)

[www.GreenShift.ca](http://www.GreenShift.ca)

[www.transfair.ca](http://www.transfair.ca)

[www.DarkCityCoffee.com](http://www.DarkCityCoffee.com)

[www.CoffeeGeek.com](http://www.CoffeeGeek.com)

[www.chocosoltraders.com/](http://www.chocosoltraders.com/)

<http://www.metropolitanicecream.com/>

<http://www.donsigcones.com/>

<http://www.flowerchildphotography.ca>

<http://www.imagesphotoart.com>

<http://www.chrishiggins.ca>

## About Our Organization...

The Grackle Management Team is made up of driven, clever and good-looking residents of Schomberg. We squeezed in more graphs this issue, but you'll have to visit the web site to get all of them, as there's only so much room. If you don't see them immediately, check back – I do have a day job, you know. Plus making scarecrows takes more time than you'd think. We were at the Mayor's Soiree this year – there was even a picture in the paper – and you can find us for our quarterly meeting at Port Soiree. Thanks!

## GRACKLE COFFEE CO

208 Main Street  
Schomberg, ON  
L0G 1T0



YOUR NAME  
YOUR ADDRESS  
CITY, PROVINCE  
V5H 4H9